

DOCUMENT RESUME

ED 382 807

CE 068 894

TITLE PSI Member Profile.
INSTITUTION Professional Secretaries International, Kansas City,
MO.
PUB DATE 93
NOTE 35p.
PUB TYPE Reports - Research/Technical (143) -- Statistical
Data (110)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Adults; *Demography; *Employer Employee Relationship;
*Employment Qualifications; Income; Life Style;
*Occupational Information; Office Automation;
*Secretaries; *Work Environment

IDENTIFIERS *Professional Secretaries International

ABSTRACT

A survey of 2,700 of the 27,000 members of Professional Secretaries International received 755 responses yielding the following profile of secretarial workers: (1) the average member is female, about 45 years old, married with no dependents living at home, and owns a single-family home in the suburbs; (2) most respondents have worked in office or secretarial positions for 11 to 25 years, and 7 percent have been in the field for 36 or more years; (3) half of those responding intend to remain in the secretarial field; (4) the average income of respondents is \$27,147, with higher incomes for secretaries working for a boss with a higher title; (5) more than 40 percent work for only one executive; (6) almost 93 percent have a computer in the workplace and 45 percent have a computer at home; and (7) the majority of respondents have achieved the Certified Professional Secretary rating. (Four appendixes contain survey statistics on demographics and lifestyles, compensation, type of workplace, and responsibilities of the respondents.) (KC)

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Executive Secretary
Executive Secretary
Executive Assistant
Legal Secretary
Office Manager
Administrative Assistant
Administrative Secretary
Senior Administrative Assistant
Senior Administrative Secretary



MEMBER PROFILE

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Since 1942, Professional Secretaries International® has set the standard for secretarial professionals everywhere, and is the premier organization for secretaries and related office professionals with nearly 40,000 members and affiliates throughout the world.

Today, more than ever, success in an office career demands a broad range of skills and constant updating of knowledge and abilities through continuing education. PSI provides education, training, and sets standards of excellence recognized on a global perspective by the business community.

The PSI mission is to be the acknowledged, recognized leader of office professionals and to enhance their individual and collective value, image, competence, and influence.

To enhance the image of all secretarial professionals PSI, in 1952, originated and continues to be the sole sponsor of Professional Secretaries Week and Professional Secretaries Day observed each year the last full week in April.

PSI, through its department Institute for Certification, develops and administers the examination culminating in the highest standard of proficiency with the rating of Certified Professional Secretary. The efforts of students in business education are supported with PSI membership and through college and high school organizations under the guidance of the Institute for Education, a PSI department.

Forecaster of trends and changing directions, PSI publishes *The Secretary* magazine for immediate on-the-job information, *Vision* member newsletter reporting association activity and benefits; and coordinates and conducts research, distributes findings, and provides public information on related subjects through a nonprofit trust, PSI Research and Educational Foundation.

At the association's annual international convention, PSI offers a program of outstanding speakers at myriad seminars awarding the Continuing Education Unit. Professional development products such as independent study courses, video and audio cassettes, and office/business-related text and reference books are available from the association's world headquarters.

PSI members and the association benefit from the respect and financial support of employer organizations. To recognize an employer organization that has established policies and programs to encourage and support the advancement and effectiveness of office professionals, PSI presents an annual Award for Excellence.

For more information about Professional Secretaries International, phone 816/891-6600.

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Professional Secretaries International® Member Profile

Executive Summary

The PSI Member Profile presents the findings of a survey conducted by Professional Secretaries International, sponsored by Priority Management Systems Inc., to determine the current composition of the association's membership. A total of 2,700 questionnaires were sent (10 percent of the total membership) with 755 responding. All of the respondents are members of PSI, and 61 percent belong to no other professional association. A previous survey of this kind was administered in 1987.

The information obtained indicates that the average member is female, around 45 years of age, and married. Half of the respondents have no dependents but those with dependents have only one or two. The average member owns a single-family home, lives in the suburbs, drives alone to work in a mid-size car with a commute time of less than 20 minutes.

Most respondents have worked in office/secretarial positions 11 to 25 years and 7 percent have been in the field for 36 or more years. Half of those responding intend to remain in the secretarial profession. In the 1987 study, 36 percent planned to advance into management, compared to 16 percent with the same goal today.

The majority of respondents have achieved the Certified Professional Secretary (CPS) rating and of those who have not, almost 20 percent are pursuing the rating. Over 43 percent of respondents have completed some level of postsecondary education and more than 22 percent are enrolled in educational courses.

Personal income has increased in the past five years. The average income is \$27,147, yet secretaries' titles and supervisors' titles clearly influence the salaries. Working for a CEO, President/Vice President, or Chairman of the Board earns higher average incomes than any other supervisors' titles listed.

Thirty-two percent of respondents work for their company's president or vice president and the percentage of respondents who work for one executive has increased from 35 percent in 1987 to over 43 percent today.

Nearly 60 percent of respondents have the word "secretary" in their title, although there are several job titles that are gaining in popularity.

About one-fourth of respondents work for companies with multinational locations and about the same number work for companies with one location.

Almost 93 percent of respondents use a PC in the workplace and nearly 45 percent have a PC in their home. This is evidence of the changing and increasing responsibilities of office professionals in managing information. It is also evidence of the specialized knowledge and supervisory and training skills required.

PSI believes this Member Profile positions today's secretaries and related office professionals in the forefront of global offices as the 21st Century draws nearer.

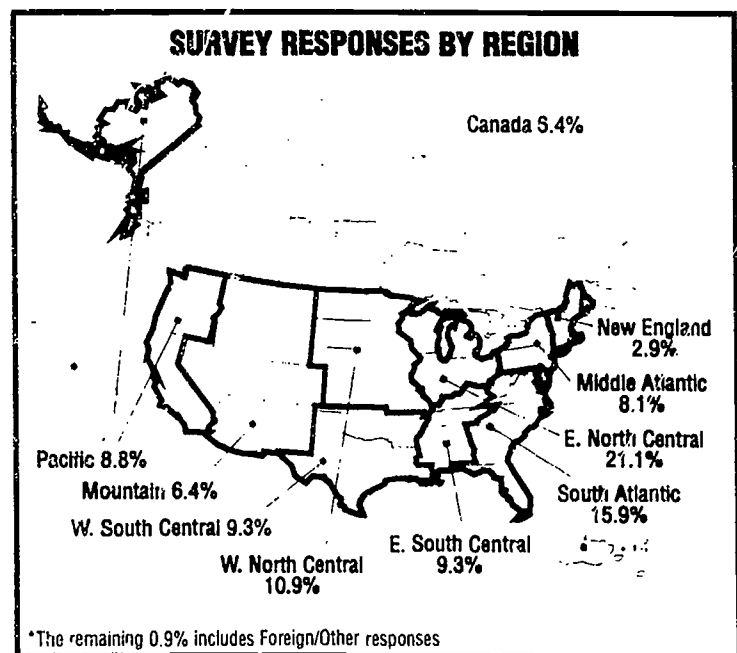
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Chapter 1: Demographics and Lifestyles

PSI® members have been in secretarial positions for an average of 21 years and half of those responding intend to remain in the secretarial profession.

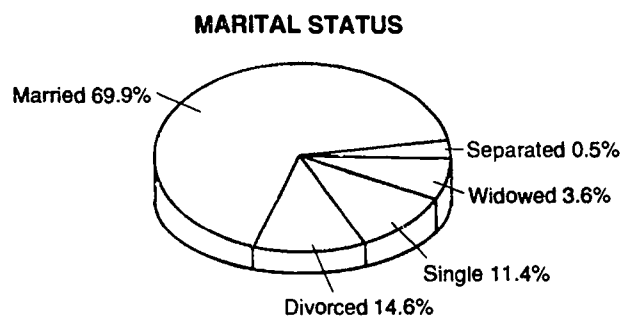
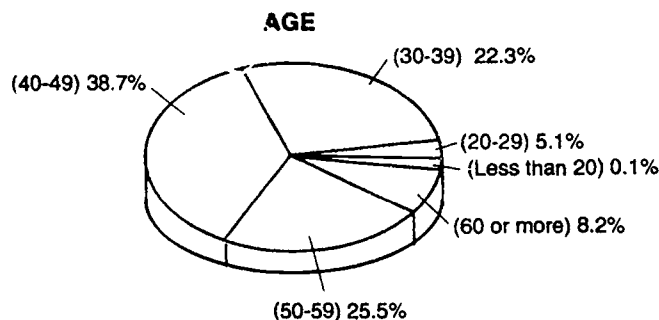
Demographics



Since the previous membership survey conducted in 1987, the demographic profile of PSI® members has changed very little. Although, there is a smaller concentration of members in the 20-29 year age bracket and an increased number of members in the 40-49 bracket.

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Respondents are 99.5 percent female and the average age is 45.3 years. About 70 percent are married and a majority have no dependents.



Over 25 percent of single respondents have parents residing in their homes and over 9 percent of these respondents list parents as dependents.

MARITAL STATUS BY PERSONS RESIDING IN HOME OTHER THAN SPOUSE*

| Persons Residing | Married | Single | Divorced | Widowed | TOTAL |
|-----------------------|---------|--------|----------|---------|-------|
| Children 18 and under | 34.8% | 4.7% | 27.3% | 18.5% | 29.4% |
| College students | 11.0% | 4.7% | 14.5% | 3.7% | 10.5% |
| Parents | 2.5% | 25.6% | 9.1% | 11.1% | 6.4% |
| Other | 7.8% | 18.6% | 11.8% | 22.2% | 10.1% |
| None | 55.9% | 58.1% | 49.1% | 59.3% | 54.8% |

MARITAL STATUS BY NUMBER OF DEPENDENTS*

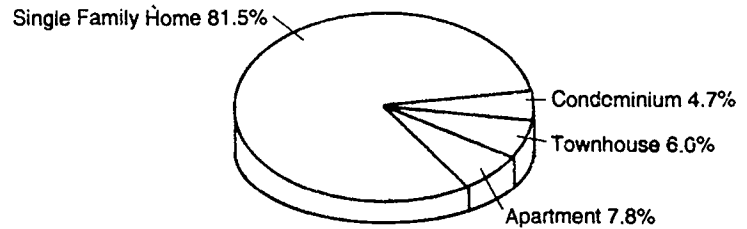
| Dependents | Married | Single | Divorced | Widowed | TOTAL |
|-----------------------|---------|--------|----------|---------|-------|
| Children 18 and under | 39.0% | 4.5% | 35.5% | 11.1% | 33.4% |
| College students | 15.0% | 1.1% | 15.5% | 7.4% | 13.4% |
| Parents | 1.9% | 9.1% | 3.6% | 3.7% | 3.2% |
| Other | 4.4% | 1.1% | 2.7% | 3.7% | 3.7% |
| None | 53.8% | 84.1% | 57.3% | 85.2% | 58.7% |

*percentages totalling more than 100% reflect multiple responses

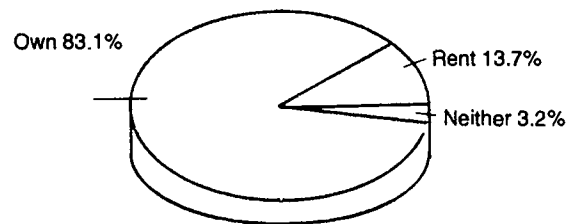
Lifestyle

Respondents are most likely to reside in a single-family home and own their own home.

HOME TYPE



HOME OWNERSHIP

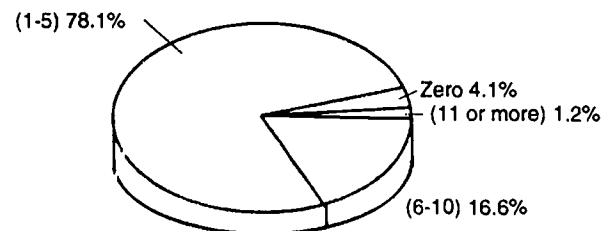


Almost 60 percent have pets, which are most likely to be dogs (37.5%) and cats (31.5%).

Mid-size automobiles are most common, representing nearly half of respondents.

Almost 96 percent of respondents have credit cards and it is most common to have three to five credit cards.

NUMBER OF CREDIT CARDS



Over 90 percent of respondent have read one or more books in the past six months and over 20 percent had read 11 or more books in that time frame.

Respondents are also readers of periodicals. After *The Secretary* (94%), the most popular periodicals are *Working Woman* (29.1%), *Newsweek* (19.2%), *Time* (18.9%), *USA Today* (16.7%), and *Business Week* (12.7%). Other popular reading materials are local newspapers (11.1%),

PETS

| | |
|-------|-------|
| Dog | 37.5% |
| Cat | 31.5% |
| Fish | 5.7% |
| Other | 7.6% |
| None | 41.9% |

CAR DRIVEN

| | |
|------------|-------|
| Compact | 19.9% |
| Mid-size | 48.8% |
| Luxury | 12.9% |
| Truck | 4.8% |
| Sports car | 6.7% |
| Other | 6.8% |

BOOKS READ IN THE LAST SIX MONTHS

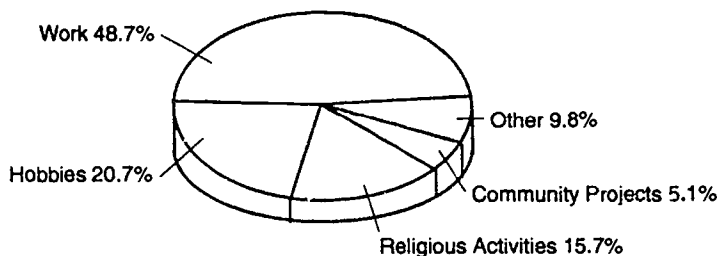
| | |
|------------|-------|
| Zero | 9.7% |
| 1-4 | 43.2% |
| 5-10 | 25.9% |
| 11-20 | 11.8% |
| 21 or more | 9.4% |

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Good Housekeeping (10.1%), *Better Homes & Gardens* (9.1%), *Reader's Digest* (8.5%), *Wall Street Journal* (7.8%), and *US News & World Report* (7.4%).

Nearly half of respondents state that work is the most rewarding aspect in their life other than family.

MOST REWARDING ASPECT IN LIFE OTHER THAN FAMILY



Almost half of respondents live in suburban locations and 63.4 percent commute less than 20 minutes to work. Over 86 percent drive to work alone.

Almost 45 percent of respondents have a personal computer at home and it is most likely an IBM-compatible PC.

Professional Life

YEARS IN OFFICE/ SECRETARIAL POSITIONS

| | |
|------------|-------|
| 1-5 | 3.0% |
| 6-10 | 9.7% |
| 11-15 | 16.0% |
| 16-20 | 22.1% |
| 21-25 | 18.3% |
| 26-30 | 14.7% |
| 31-35 | 8.3% |
| 36 or more | 7.3% |

The average amount of time the respondents have held office or secretarial positions is about 21 years.

About half of respondents plan to remain in a secretarial position. In 1987, 36 percent planned to advance into management, compared to 16 percent with the same goal today. Current respondents are more likely to consider moving into different positions and changing careers.

Fifty-seven percent of respondents have received the Certified Professional Secretary® rating and 19.2 percent of those who have not yet achieved the CPS® rating are pursuing it.

HOME LOCATION

| | |
|----------|-------|
| Urban | 25.5% |
| Suburban | 48.1% |
| Rural | 26.4% |

PERSONAL COMPUTER AT HOME

| | |
|----------------|-------|
| IBM Compatible | 36.2% |
| Macintosh | 2.6% |
| Other | 5.9% |
| None | 55.3% |

CAREER GOAL

| | |
|--------------------------------|-------|
| Remain in Secretarial | 50.4% |
| Advance into Management | 16.2% |
| Move into a different position | 14.0% |
| Change careers | 9.1% |
| Other | 10.3% |

Education

Over 22 percent are enrolled in educational courses and those with goals other than remaining a secretary are more likely to be enrolled.

Over 43 percent of the respondents have completed some level of postsecondary education—ranging from Junior/Community College certification to Master's Degree. One respondent has achieved a Doctorate.

Not many respondents intend to continue postsecondary education beyond their current level. Eighteen percent, though, do indicate that a Bachelor's Degree is their ultimate goal.

All of the respondents are members of PSI and 61 percent belong to no other professional association. Of those who do belong to other associations or organizations, only three organizations are significantly represented: National Association of Female Executives (4.5%), American Business Women's Association (2.5%), and National Association of Executive Secretaries (1.7%).

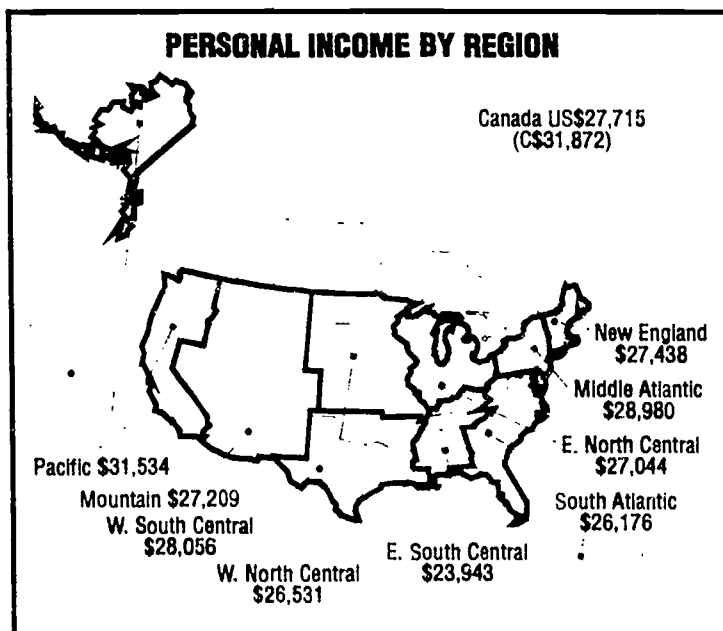
Refer to Appendix A for additional information.

Chapter 2: Compensation

The secretarial profession is displaying a steady increase in overall salaries, but what still matters is where you work and who you work for.

Salaries

The average salary of PSI members is \$27,147, which represents an approximate 6.3 percent annual increase since 1987, when the estimated average salary was \$20,640. In Canada, PSI members average US\$27,715 or C\$31,872. This represents an annual increase of approximately 6.7 percent since 1987, when the average salary was C\$23,900.



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The highest paying area in the US is the Pacific, with average salaries of about \$31,500. The lowest paying region is the East South Central, with salaries averaging \$23,943.

Almost half of respondents believe that their salary is average for their area and one-third believe it to be above average. However, those who state that their income is average have an average income of \$25,620, which is over \$1,500 lower than average.

On average, secretaries who have attained the CPS rating (\$28,102) make about \$1,400 more than those who have not (\$26,693).

About one-fourth of members are the sole support of their household and 56.2% need their income to help support the household but are not the sole support.

Salary Increase

Just over half of respondents report their last salary increase to be less than 5 percent and 42.8 percent received an increase between 5 and 10 percent. About 69 percent of respondents report that their last increase came within the past year.

Almost half state that their last increase was given for merit and those who received a merit increase are slightly more likely to receive a 5 percent increase or higher. Categories that are far more likely to receive a 5 percent or higher increase are CPS attainment (97.2%), promotion (80%), or greater responsibility (71.9%). Almost one-third of respondents who received a raise for their promotion garnered more than 10 percent.

Job Titles and Education

The highest paying title is Executive Assistant (\$33,935), which pays almost \$9,000 more than the title of Administrative Secretary (\$25,080) and almost \$10,000 more than that of Secretary (\$24,324).

It pays to work for a VIP. Those reporting to a CEO (\$34,937), President/Vice President (\$29,023), or Chair (\$28,844) walk away with the highest average incomes.

In terms of education, the highest incomes go to those with at least some Junior/Community or College/University credit. However, *more* is not necessarily *better*.

REASON FOR LAST SALARY INCREASE BY AMOUNT

| | 5% | 5-10% | 10% |
|------------------------|-------|-------|-------|
| Merit | 46.1% | 51.4% | 2.5% |
| Cost of Living | 72.9% | 25.0% | 2.1% |
| Greater Responsibility | 28.1% | 62.5% | 9.4% |
| Promotion | 20.0% | 48.9% | 31.1% |
| CPS Attainment | 2.8% | 97.2% | 0.0% |
| Annual/Automatic | 58.0% | 40.9% | 1.1% |
| Other | 47.8% | 52.2% | 0.0% |

AVERAGE PERSONAL INCOME BY TITLE

| | |
|---------------------------------|----------|
| Executive Assistant | \$33,935 |
| Instructor (Education) | \$33,792 |
| Coordinator | \$30,053 |
| Office Manager | \$29,357 |
| Executive Secretary | \$28,505 |
| Administrative Assistant | \$28,018 |
| Senior Administrative Assistant | \$27,187 |
| Senior Secretary | \$26,249 |
| Other | \$25,593 |
| Administrative Secretary | \$25,080 |
| Secretary | \$24,324 |

AVERAGE PERSONAL INCOME BY SUPERVISOR'S TITLE

| | |
|---------------------------|----------|
| CEO | \$34,937 |
| President/VP | \$29,023 |
| Chair | \$28,844 |
| Superintendent | \$27,925 |
| Manager | \$27,783 |
| Supervisor | \$27,739 |
| Administrator (Education) | \$27,100 |
| Other | \$26,933 |
| Administrator | \$25,150 |
| Director | \$24,858 |
| Secretary | \$22,800 |
| Officer | \$22,900 |
| Owner/Principal | \$22,756 |

AVERAGE PERSONAL INCOME BY POSTSECONDARY EDUCATION

| | |
|-------------------------------|----------|
| Doctoral Degree | \$40,000 |
| Master's Degree | \$32,623 |
| Some Postgraduate Work | \$32,467 |
| Some Junior College | \$27,772 |
| Some College/University | \$27,453 |
| Bachelor's Degree | \$27,217 |
| Associate Degree | \$27,161 |
| None | \$26,913 |
| Business/Tech School (2 Year) | \$25,219 |
| Business/Tech School (1 Year) | \$25,100 |
| Junior College Certificate | \$24,202 |

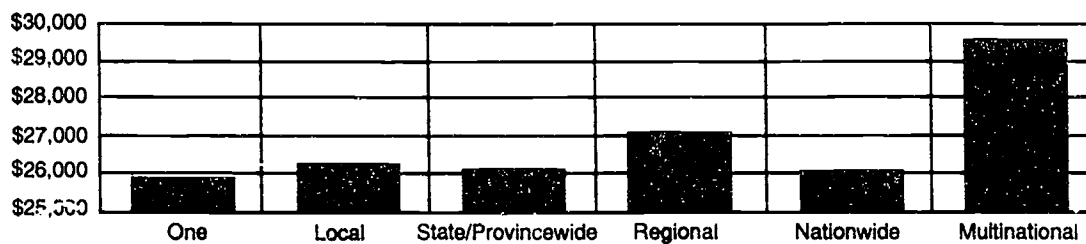
Those attending business/technical schools or certificate programs do not produce higher incomes than those with no postsecondary education. In fact, they did not do quite as well. However, 90% of those who have no postsecondary education have been in the secretarial field more than 10 years and length of experience has a significant impact on salary averages.

Workplace

The location of your office does have an impact on pay scales. Average personal income for those working in suburban locations (\$28,209) top the list, followed by urban locations (\$27,183), and rural locations (\$24,568).

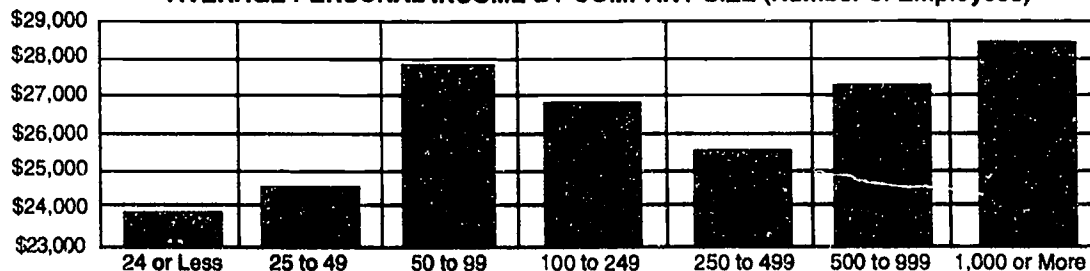
Very small companies (24 or fewer employees) are likely to offer below average pay scales (\$23,763), while the largest companies (1,000 or more employees) are good prospects for above average compensation (\$28,443).

AVERAGE PERSONAL INCOME BY SCOPE OF COMPANY



Multinational companies are the only category with better than average pay scales, and their average pay of \$29,520 is significantly higher than the next closest category in terms of company scope.

AVERAGE PERSONAL INCOME BY COMPANY SIZE (Number of Employees)



Respondents who support one executive average \$28,514 per year and, in general, the fewer executives a secretary supports, the higher the income. However, those who support 11 or more executives average \$26,610—slightly higher than those who support 2-3 (\$26,159).

Industry

Industries with better than average pay scales include Sales/Marketing (\$33,088), Media (\$29,943), Temporary Help (\$29,600), and Manufacturing/Utilities (\$28,067). In addition, business educators average \$32,892, which is significantly higher than average for other PSI members.

For average pay scales look to Retail (\$27,561), Real Estate (\$26,940), and Personnel/Human Resources (\$26,850). The two lowest paying industries are Finance/Banking (\$25,045) and Nonprofit (\$23,925).

Responsibilities

Respondents who are responsible for some training duties average about \$900 more per year than those who do not train. Also, those who are responsible for recommending or initiating the purchase of PCs earn over \$1,000 more than those who do not.

Other Compensation

Just over half of respondents receive overtime and about one-third receive compensatory time. About 20 percent are eligible for bonus and about 16 percent may use flex time.

On average, respondents earn 16.5 vacation days each year. In years 1-5 of employment, respondents average 12.7 vacation days, which jumps to 16.2 vacation days for years 6-10 and gradually increases, topping out at an average of 22.8 vacation days for years 26 or more.

Fringe benefits generally include health and life insurance, a retirement plan, and dental coverage. Over half of respondents also receive tuition assistance, disability coverage, and a credit union.

In the past five years, fringe benefits have increased in all categories except profit sharing, which remains constant. Those benefits which see an increase of 8 percent or higher are Long-Term Disability (13.9%), Optical (13.1%), Pension/Retirement (9.2%), Tuition Assistance (9.2%), and Dental (8.5%). Although child care is still one of the least common benefits, it reveals an increase of 4.8 percent.

AVERAGE PERSONAL INCOME BY INDUSTRY

| | |
|-------------------------------|----------|
| Sales/Marketing | \$33,088 |
| Education (Business Educator) | \$32,892 |
| Media | \$29,943 |
| Temporary Help | \$29,600 |
| Other | \$28,311 |
| Manufacturing/Utilities | \$28,067 |
| Retail | \$27,561 |
| Real Estate | \$26,940 |
| Personnel/Human Resources | \$26,850 |
| Service | \$26,296 |
| Accounting/Consulting | \$26,269 |
| Government | \$26,208 |
| Education (Secretary) | \$26,166 |
| Advertising/PR | \$26,043 |
| Engineering/Architecture | \$25,829 |
| Healthcare | \$25,509 |
| Legal | \$25,355 |
| Finance/Banking | \$25,045 |
| Nonprofit | \$23,925 |

FRINGE BENEFITS

| | |
|----------------------|-------|
| Life Insurance | 89.5% |
| Major Medical | 86.9% |
| Hospitalization | 85.6% |
| Pension/Retirement | 84.2% |
| Dental | 73.5% |
| Tuition Assistance | 67.2% |
| Long-term Disability | 66.9% |
| Credit-Union | 53.4% |
| Optical | 37.1% |
| Deferred Income | 34.0% |
| Profit Sharing | 27.3% |
| Child Care | 7.8% |
| Elder Care | 2.5% |
| Other | 9.9% |

Refer to Appendix B for additional information.

Chapter 3: Workplace

The most important job factor in the workplace has shifted from a good salary to a good working relationship with the supervisor.

CURRENT TITLE

| | |
|--------------------------|-------|
| Secretary | 31.2% |
| Executive Secretary | 17.3% |
| Executive Assistant | 6.8% |
| Administrative Assistant | 6.6% |
| Administrative Secretary | 6.6% |
| Office Manager | 5.7% |
| Senior Secretary | 4.0% |
| Educator/Instructor | 2.6% |
| Coordinator | 2.5% |
| Other | 16.5% |

IMMEDIATE SUPERVISOR'S TITLE

| | |
|--------------------------|-------|
| President /VP | 32.3% |
| Manager | 21.6% |
| Director | 18.0% |
| Other | 12.6% |
| CEO | 2.7% |
| Chair | 2.4% |
| Owner/Principal | 2.0% |
| Superintendent | 2.4% |
| Supervisor | 1.4% |
| Officer (other than CEO) | 1.3% |
| Administrator-Education | 1.1% |
| Administrator-Other | 1.1% |
| Secretary (or related) | 1.0% |

Titles

Usage of the title "secretary" continues to decline. In 1979, 46 percent of PSI members held the title secretary, but by 1987, only 33 percent held that title. Today, 31 percent of members hold the title secretary.

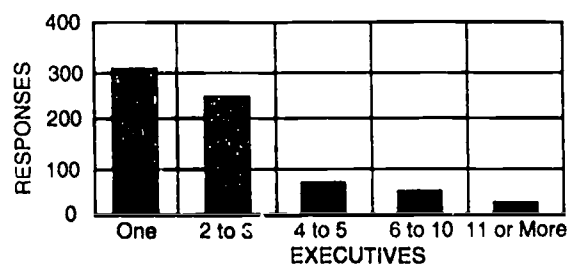
Those who hold titles containing the word secretary represent almost 60 percent of the membership, down from 68 percent in 1987 and 76 percent in 1979. The remaining 40 percent hold titles ranging from administrative/executive assistant, to coordinator, to office manager.

Managers

Thirty-two percent of respondents work for their company's president or vice president, almost 22 percent work for a manager, and 18 percent work for a director.

The percentage of respondents who work for one executive has increased from 35 percent in 1987 to 43.2 percent. The percentage of those supporting four or more executives has decreased from 27 percent in 1987 to 21.5 percent.

NUMBER OF EXECUTIVES SUPPORTED



Company Facts

Thirty percent of respondents have worked for their present employers five years or less. Another 25 percent have worked for their employers for 16 or more years.

Over 46 percent of respondents work for companies with 1,000 or more employees, while over 22 percent work for companies with fewer than 100 employees.

About one-fourth of respondents work for companies with one location and about the same number work for companies with multinational locations.

SCOPE OF COMPANY

| | |
|--------------------|-------|
| One Location | 25.9% |
| Local Locations | 16.3% |
| State/Provincewide | 9.4% |
| Regional | 10.8% |
| Nationwide | 12.2% |
| Multinational | 25.4% |

YEARS WORKED FOR PRESENT EMPLOYER

| | |
|------------|-------|
| 1-5 | 30.2% |
| 6-10 | 23.5% |
| 11-15 | 20.8% |
| 16-20 | 11.3% |
| 21-25 | 7.7% |
| 26 or more | 6.5% |

SIZE OF COMPANY BY EMPLOYEE TOTAL

| | |
|---------------|-------|
| 0-24 | 11.9% |
| 25-49 | 5.3% |
| 50-99 | 5.2% |
| 100-249 | 10.4% |
| 250-499 | 11.7% |
| 500-999 | 9.2% |
| 1,000 or more | 46.3% |

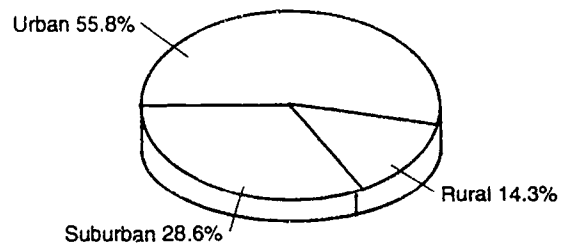
Twenty-two percent of respondents work in Manufacturing/Utilities. The next most common responses are Healthcare (10.7%), Government (9.9%), and Education (Non-teachers) (8.1%).

INDUSTRY OF EMPLOYER

| | |
|-------------------------------|-------|
| Manufacturing/Utilities | 22.0% |
| Healthcare | 10.7% |
| Government | 9.9% |
| Education (Secretary) | 8.1% |
| Finance/Banking | 4.8% |
| Education (Business Educator) | 3.7% |
| Service | 2.8% |
| Accounting/Consulting | 2.4% |
| Engineering/Architecture | 2.3% |
| Nonprofit | 2.3% |
| Legal | 2.0% |
| Retail | 1.9% |
| Real Estate | 1.6% |
| Sales/Marketing | 1.6% |
| Personnel/HR | 1.2% |
| Media | 0.7% |
| Temporary Help | 0.7% |
| Advertising/PR | 0.5% |
| Other | 19.6% |

A majority of respondents work in urban locations, with only 14 percent in rural locations.

OFFICE LOCATION



For most, the work day is around 8 hours long although 11.9 percent of those work 7.5 hour days. The average work week has 39.9 hours. Almost two-thirds of respondents work 40 to 44 hours per week and just under half take home work each month. The average amount of overtime worked each month is 7.7 hours.

Over one-third of respondents state that their employer has difficulty recruiting qualified secretaries and over one-fourth report difficulty in retaining qualified secretaries.

Training

Respondents state that a broad range of training is needed for secretaries in their companies, including computer software, teamwork, communication, basic secretarial skills, interpersonal skills, and time management. For themselves, respondents most often state the need for software training. Other topics of interest include supervisory skills, general computer, time management, communication, negotiating, and interpersonal skills.

TRAINING

| | Personal Training Needed | Training Needed by Company Secretaries |
|----------------------|--------------------------|--|
| Computer/Software | 65.0% | 49.8% |
| Supervisory Skills | 33.5% | 14.4% |
| Computer/General | 28.7% | 34.8% |
| Time Management | 28.2% | 44.4% |
| Communication | 27.7% | 49.1% |
| Negotiating | 24.9% | 13.9% |
| Interpersonal Skills | 24.5% | 47.4% |
| Organization Skills | 22.3% | 45.0% |
| Teamwork | 18.8% | 49.3% |
| Basic Skills | 17.0% | 47.8% |
| Ethics | 9.4% | 17.0% |
| Other | 4.0% | 1.9% |

Two-thirds of employers provide training; 38 percent frequently encourage attendance at seminars and 34 percent do so sometimes. Eighty-five percent of respondents have attended at least one seminar in the past 12 months.

The most common method for receiving education or professional development at work is seminars/workshops.

Most Important Job Factors

Salary is no longer the most important factor in job satisfaction. Since 1987, salary dropped from the most important factor to the number two position. The most important factor is good working relationships with immediate supervisor and coworkers. Next important after salary are self-satisfaction and variety of duties.

IMPORTANCE OF JOB FACTORS Ranked High to Low

| 1992 | 1987 |
|-----------------------------|-----------------------------|
| Working Relationship | Salary |
| Salary | Working Relationship |
| Self-Satisfaction | Opportunity for Advancement |
| Variety of Duties | Self-Satisfaction |
| Opportunity to Learn | Variety of Duties |
| Opportunity for Advancement | Status Recognition |
| Status Recognition | Geographic Location |
| Corporate Culture | Corporate Culture |
| Geographic Location | |

EMPLOYER ENCOURAGES ATTENDANCE AT SEMINARS

| | |
|------------|-------|
| Frequently | 38.1% |
| Sometimes | 33.8% |
| Seldom | 17.4% |
| Never | 10.8% |

MOST COMMON EDUCATIONAL/ PROFESSIONAL DEVELOPMENT MATERIALS AT WORK

| | |
|------------------------|-------|
| Seminars/Workshops | 46.9% |
| Books | 18.5% |
| Self-Study Materials | 13.5% |
| None | 10.4% |
| College-Credit Courses | 5.2% |
| Video Tapes | 3.5% |
| Audio Tapes | 0.9% |
| Other | 1.1% |

Employers' Support for Secretaries

Respondents were asked to respond to a series of statements regarding their employers' attitudes and actions toward secretaries in their organizations. They also were asked to rate the statements in terms of how beneficial the actions would be to their organization. The ratings are noted in parentheses following each statement.

In a number of areas, employers received high marks: (ranked high to low)

- *My employer has helped a secretarial group establish communication and share ideas with secretarial trainers and problem-solving groups from other companies. (9)*
- *My employer sponsors one or more secretarial problem-solving groups. (11)*
- *My employer has developed clear career paths for secretaries that include advanced training and progression to positions with higher-level responsibilities. (1)*
- *My employer has changed the title of "secretary" to something else. (12)*

- *My employer rewards outstanding secretarial performance with advancement to higher-level positions. (2)*

Two areas scored well with over one-third of respondents, but received too many neutral or negative responses to be included in the above category:

- *My employer regularly updates support staff job descriptions, being realistic about the skills and abilities that are needed for each position. (7)*
- *My employer adequately distinguishes between the skill levels required by different secretarial positions. (8)*

The remaining areas received a larger negative response than positive: (ranked low to high)

- *My employer provides training that helps secretaries achieve excellence in their jobs. (4)*
- *My employer allows lateral transfers so that secretaries can migrate toward the kind of work they prefer. (10)*
- *My employer pays secretaries according to the level of their responsibilities. (3)*
- *My employer carefully assesses the skills and abilities of support staff applicants and matches their strengths with the needs of particular positions. (5)*
- *My employer combats negative stereotypes and prejudices about secretaries by recognizing the importance of the secretary's contribution to the attainment of organizational goals. (6)*

Within the past three years, over 70 percent of respondents received a revised job description.

JOB DESCRIPTION HAS BEEN REVISED

| | |
|-----------------------|-------|
| In the Last 12 Months | 33.3% |
| 12 to 24 Months Ago | 18.4% |
| 24 or More Months Ago | 19.5% |
| Never | 23.2% |
| Review Scheduled | 4.8% |

PURCHASE RECOMMENDATIONS

| | |
|-------------------------------------|-------|
| Desk/Filing Equip. and Supplies | 80.8% |
| Airline, Travel, Hotel Reservations | 64.2% |
| Paper Supplies | 63.6% |
| Flowers/Gift Baskets/Corp. Gifts | 55.5% |
| WP/Computer Supplies | 51.5% |
| Desks, Chairs, Office Furniture | 42.3% |
| Typewriters, Stand Alone PC's | 40.1% |
| Courier Services | 39.3% |
| Temporary Help | 38.3% |
| Computer Software | 37.1% |
| Copiers, Supplies | 33.9% |
| Personal Computers | 27.5% |
| Telephone Equipment, Services | 28.9% |
| Dictating/Transcribing Machines | 25.8% |
| Peripherals | 21.9% |

Purchasing Power

Respondents were asked which products and services they are responsible for purchasing or for which their recommendation significantly affects the purchasing decision. The top areas for secretarial purchasing are desk/filing supplies (80.8%), airline, hotel, and travel arrangements (64.2%), paper supplies (63.6%), flowers, gift baskets, and corporate gifts (55.5%), and word processing/computer supplies (51.5%).

Over one-third of respondents also purchase desks/chairs/office furniture, typewriters, courier services, temporary help, computer software, and copier supplies.

Other areas of significant purchasing power include computers, telephone equipment/service, dictating/transcribing machines, and computer peripherals.

Eighty-five percent of respondents make personal mail order purchases, with more than half purchasing five or more items by mail in the past 12 months.

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Over three-fourths of respondents regularly use Federal Express and UPS. About one-third use local couriers on a regular basis.

Office/Workplace Issues

Office recycling is now the norm, not the exception. Only 12.2 percent of respondents state that their companies did not recycle any materials. The most popular items to recycle are white paper (69.6%), cans/bottles (61.2%), and toner cartridges (44.0%). It is less likely to find firms recycling newsprint (29.1%) and plastic (18.4%).

Over 80 percent of respondents believe that smoking should be banned from the workplace. Only 7.5 percent disagree.

One-fourth of respondents state they had been victims of sexual harassment and fewer than one-fourth of those victims have reported the harassment.

One-fourth of respondents state they had been victims of gender discrimination and only 13 percent of the victims have reported the discrimination.

Important Issues in the Next Five Years

The respondents provided written statements summarizing their views on important issues for the secretarial profession in the next five years. The top category of responses is "Technology and Computers."

"Maintaining an adequate level of education and skills to function in a 'computer-driven' profession. We must have the knowledge and ability to meet changing demands in information processing."

"Increased technology and, as a result, more responsibilities and work load. This will increase stress and the need to learn to deal with it."

"Advancement of technology. I feel that continuing education will be a must in order to keep up with technology. Employers will need to supply monetary incentives for education so that the secretaries can be knowledgeable and well represent the organization."

Skills is another area of concern. "Management is grabbing anyone with keyboarding skills and calling them an executive secretary. Certification will be very important in combatting this trend so that professional secretaries will receive proper compensation and recognition."

PERSONAL MAIL ORDERS PER YEAR

| | |
|-------|-------|
| Zero | 11.8% |
| 1-4 | 33.5% |
| 5-10 | 40.1% |
| 11-20 | 11.5% |

DELIVERY SERVICES UTILIZED

| | |
|-----------------|-------|
| 1st Class Mail | 96.2% |
| Federal Express | 78.3% |
| UPS | 75.5% |
| 3rd Class Mail | 49.9% |
| Postal Express | 49.4% |
| Parcel Post | 39.9% |
| Local Couriers | 32.3% |
| Postal Priority | 28.1% |
| DHL | 4.5% |
| Other | 6.2% |

“Acquiring and maintaining the necessary education, training, and skills to hold our own in the changing and challenging business world.”

Adapting to change also receives attention. “Continued corporate downsizing results in extra workload and responsibilities for secretarial support positions. There is a need for broader education and interpersonal skills as we adapt to a team concept of work units.”

“Technological changes and downsizing make it necessary for secretaries to be proficient in problem-solving, management, negotiating conflict, and resolution skills.”

Pay equity continues to be an issue. “Compensation for the rising demand for increased knowledge and skills on the part of the secretary. Job ads now include a litany of skills required, yet pay is low.”

Globalization is also mentioned. “Continuing education, including foreign languages, as companies become more global.”

Refer to Appendix C for additional information.

Chapter 4: Responsibilities

The secretary's role in the workplace is becoming more specialized, with a higher concentration on software and equipment knowledge.

Specialized knowledge is often required in secretarial positions. Over 46 percent of respondents state that administrative/supervisory skills are a prerequisite for their current position. Other special knowledge in demand includes Education (21.7%), Public Relations (20.4%), and Personnel (14.6%).

One-third of respondents have some supervisory duties and almost half have training duties.

COMPOSITION OF CORRESPONDENCE

| | |
|------------------------|-------|
| Yourself and Executive | 85.3% |
| Yourself Only | 9.3% |
| Executive Only | 3.0% |
| None | 2.4% |

It is more common today for secretaries to compose correspondence for both themselves and their executives. Those doing so comprise 85.3 percent of respondents, compared to 79 percent in 1987.

Ten percent of respondents work in a centralized word processing center and 26 percent work in an administrative support center.

Transcription

Most respondents use multiple methods of transcription, including hand-written rough draft (65.0%), shorthand (50.1%), machine transcription (42.8%), word processing rough draft (35.9%), and typed rough draft (23.0%). Only 8.3 percent of respondents do not transcribe at all.

While half of respondents use shorthand, only 33.6 percent state that shorthand is required for their position. In 1987, 90 percent of respondents' positions required shorthand knowledge and 24 percent used it every day.

Software

Software usage is much higher than in 1987. Word processing is the most popular type of software utilized by secretaries. Word processing software is utilized by 95.4 percent of respondents, compared to 71 percent in 1987. Of those who use word processors, 69.3 percent use WordPerfect.

The largest leap in software usage comes in the area of spreadsheets. Spreadsheet software is used by 72.9 percent of respondents, up from 27 percent in 1987. Lotus is used by 76 percent of spreadsheet users and Excel by 18.2 percent.

Database software is used by 46.2 percent of respondents, up from 23 percent in 1987.

The second largest leap in software usage is in the area of graphics. Graphics packages are used by 40.5 percent of respondents, compared to 10 percent in 1987.

In 1987, desktop publishing was loosely grouped in a category of software termed "Other" and the entire category represented only 6 percent of respondents. Desktop publishing is now its own category and 18.9 percent of respondents use one or more packages. PageMaker is the most popular of the desktop publishing packages, used by 55.3 percent of respondents who use this type of software.

The use of financial applications is also up to 16 percent from 11 percent in 1987. The most popular packages among these users include Peachtree (17.5%), Quicken (10.9%), and Money Counts (9.5%).

Equipment

The photocopier is the single most utilized piece of office equipment for both secretaries and executives. Over 92 percent of secretaries and 28 percent of executives use one daily.

Laser printers are now in greater use than are typewriters. While the use of typewriters is still prevalent, less than 3 percent of respondents now use only a typewriter and no computer-based equipment.

The most common personal computer on the job is IBM-compatible (75.5%) and only 7.3 percent use no personal computer on the job. In addition, 44.7 percent have a PC at home.

PERSONAL COMPUTER AT WORK

| | |
|----------------|-------|
| IBM Compatible | 75.5% |
| MAC | 7.4% |
| Other | 9.8% |
| None | 7.3% |

FREQUENCY OF EQUIPMENT UTILIZED BY SECRETARY
Ranked High to Low

| | Daily | Frequently | Sometimes | Seldom | Never |
|----------------------------|-------|------------|-----------|--------|-------|
| Copier | 92.1% | 4.0% | 0.7% | 0.1% | 3.2% |
| PC IBM | 71.3% | 4.9% | 3.3% | 1.2% | 19.3% |
| Laser Printer | 69.5% | 3.2% | 4.1% | 0.8% | 2.3% |
| Typewriter | 51.3% | 13.9% | 18.4% | 11.4% | 5.1% |
| Terminal | 40.7% | 3.7% | 4.2% | 1.7% | 49.7% |
| Transcriber | 9.3% | 11.0% | 13.6% | 12.3% | 53.8% |
| Dot Matrix Printer | 69.5% | 3.2% | 4.1% | 0.8% | 22.3% |
| Stand Alone Word Processor | 21.6% | 2.8% | 3.2% | 3.0% | 69.4% |
| PC Mac/Apple | 11.5% | 2.0% | 1.2% | 1.5% | 83.8% |
| Other | 7.7% | 3.0% | 0.5% | 0.1% | 88.6% |
| Plotter/CAD | 2.8% | 1.7% | 5.0% | 3.2% | 87.2% |

Seventy-five percent of respondents' executives use a computer on the job. While some percentage of executives use a different type of computer than their secretaries, it is more common for secretary and executive to use similar computer equipment.

FREQUENCY OF EQUIPMENT UTILIZED BY EXECUTIVE
Ranked High to Low

| | Daily | Frequently | Sometimes | Seldom | Never |
|----------------------------|-------|------------|-----------|--------|-------|
| Copier | 28.3% | 15.9% | 23.2% | 12.2% | 20.4% |
| PC IBM | 27.3% | 10.6% | 9.8% | 6.0% | 46.6% |
| Laser Printer | 28.3% | 23.2% | 12.2% | 20.4% | 79.6% |
| Terminal | 17.6% | 7.3% | 7.7% | 3.2% | 64.3% |
| Dot Matrix Printer | 8.7% | 4.5% | 6.9% | 5.7% | 74.2% |
| Transcriber | 3.4% | 5.4% | 4.1% | 4.5% | 82.5% |
| PC Mac/Apple | 6.5% | 2.9% | 2.6% | 1.7% | 86.3% |
| Stand Alone Word Processor | 5.0% | 3.2% | 4.2% | 1.7% | 85.9% |
| Typewriter | 3.3% | 2.1% | 5.2% | 10.2% | 79.2% |
| Plotter/CAD | 3.2% | 2.0% | 3.7% | 2.4% | 88.8% |
| Other | 3.6% | 2.9% | 1.7% | 0.7% | 91.1% |

For secretaries who do not use a Mac, about six percent of their executives do use a Mac. The same situation for terminals is 12.3 percent and for IBM-compatible PCs is 17.8 percent.

For secretaries who use an IBM-compatible PC daily, over 65 percent of their executives use the same type of equipment to some extent. For secretaries who use terminals or Macs, about 60 percent of their executives use the same type of equipment.

GENDER

| | |
|--------|-------|
| Male | 0.5% |
| Female | 99.5% |

AGE

| | |
|--------------|-------|
| Less than 20 | 0.1% |
| 20-29 | 5.1% |
| 30-39 | 22.3% |
| 40-49 | 38.7% |
| 50-59 | 25.5% |
| 60 or more | 8.2% |
| Average | 45.26 |

MARITAL STATUS

| | |
|-----------|-------|
| Single | 11.4% |
| Married | 69.9% |
| Separated | 0.5% |
| Divorced | 14.6% |
| Widowed | 3.6% |

TOTAL NUMBER OF DEPENDENTS

| | |
|------|-------|
| Zero | 54.5% |
| 1-2 | 37.4% |
| 3-4 | 6.5% |
| 5-6 | 1.2% |
| 7-8 | 0.4% |

DEPENDENT TYPE FOR THOSE WITH DEPENDENTS

| | |
|------------------|-------|
| Children under 6 | 15.0% |
| Children 6-12 | 21.3% |
| Children 13-18 | 26.0% |
| College students | 25.0% |
| Parents | 5.9% |
| Other | 6.9% |

PERSONS RESIDING IN HOME OTHER THAN SPOUSE/ DOMESTIC PARTNER

| | |
|------------------|-------|
| Children under 6 | 8.1% |
| Children 6-12 | 10.3% |
| Children 13-18 | 11.8% |
| College students | 10.6% |
| Parents | 6.4% |
| Other | 10.9% |
| None | 55.2% |

HOME TYPE

| | |
|--------------------|-------|
| Single-family home | 81.5% |
| Apartment | 7.8% |
| Condominium | 4.7% |
| Townhouse | 6.0% |

HOME OWNERSHIP

| | |
|---------|-------|
| Rent | 13.7% |
| Own | 83.1% |
| Neither | 3.2% |

PETS

| | |
|-------|-------|
| Dog | 37.5% |
| Cat | 31.5% |
| Fish | 5.7% |
| Other | 7.6% |
| None | 41.9% |

CAR DRIVEN

| | |
|------------|-------|
| Compact | 19.9% |
| Mid-size | 48.8% |
| Luxury | 12.9% |
| Truck | 4.8% |
| Sports car | 6.7% |
| Other | 6.8% |

NUMBER OF CREDIT CARDS

| | |
|------------|-------|
| Zero | 4.1% |
| 1-5 | 78.1% |
| 6-10 | 16.6% |
| 11 or more | 1.2% |

BOOKS READ IN THE LAST SIX MONTHS

| | |
|------------|-------|
| Zero | 9.7% |
| 1-4 | 43.2% |
| 5-10 | 25.9% |
| 11-20 | 11.8% |
| 21 or more | 9.4% |

PERIODICALS READ (TOP RESPONSES ONLY)

| | |
|------------------------|-------|
| The Secretary | 94.0% |
| Working Woman | 29.1% |
| Newsweek | 19.2% |
| Time | 18.9% |
| USA Today | 16.7% |
| Business Week | 12.7% |
| Local Newspaper | 11.1% |
| Good Housekeeping | 10.1% |
| Better Homes & Gardens | 9.1% |
| Reader's Digest | 8.5% |
| Wall Street Journal | 7.8% |
| US News & World Report | 7.4% |

MOST REWARDING ASPECT IN LIFE OTHER THAN FAMILY

| | |
|----------------------|-------|
| Work | 48.7% |
| Hobbies | 20.7% |
| Religious Activities | 15.7% |
| Community Projects | 5.1% |
| Other | 9.8% |

HOME LOCATION

| | |
|----------|-------|
| Urban | 25.5% |
| Suburban | 48.1% |
| Rural | 26.4% |

COMMUTE TIME

| | |
|----------------------|-------|
| Less than 20 minutes | 63.4% |
| 20-40 minutes | 29.4% |
| 41-60 minutes | 6.4% |
| More than 60 minutes | 0.8% |

METHOD OF TRANSPORTATION TO WORK

| | |
|-----------------------|-------|
| Drive Alone | 86.2% |
| Carpool | 8.1% |
| Public Transportation | 2.8% |
| Walk | 3.4% |
| Other | 1.7% |

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PERSONAL COMPUTER AT HOME

| | |
|----------------|-------|
| IBM Compatible | 36.2% |
| Macintosh | 2.6% |
| Other | 5.9% |
| None | 55.3% |

YEARS IN OFFICE/SECRETARIAL POSITIONS

| | |
|------------|-------|
| 1-5 | 3.0% |
| 6-10 | 9.7% |
| 11-15 | 16.0% |
| 16-20 | 22.1% |
| 21-25 | 18.3% |
| 26-30 | 14.7% |
| 31-35 | 8.3% |
| 36 or more | 7.2% |
| average | 21.5 |

CAREER GOAL

| | |
|--------------------------------|-------|
| Remain in Secretarial | 50.4% |
| Advance into Management | 16.2% |
| Move into a different position | 14.0% |
| Change careers | 9.1% |
| Other | 10.3% |

MOST FREQUENT METHOD OF HANDLING LUNCH

| | |
|------------------|-------|
| Buying | 42.6% |
| Skipping | 6.8% |
| Bringing to Work | 45.8% |

CURRENTLY ENROLLED IN EDUCATIONAL COURSES

| | |
|-----|-------|
| Yes | 22.5% |
| No | 78.4% |

LEVEL OF POSTSECONDARY EDUCATION ACHIEVED

| | |
|--|-------|
| None | 13.5% |
| Junior/Community College (some credit) | 11.9% |
| Junior/Community College (certificate) | 6.4% |
| Junior/Community College (Associates Degree) | 11.0% |
| Business/Technical School (one-year) | 8.2% |
| Business/Technical School (two-year) | 5.4% |
| College/University (some credit) | 28.6% |
| College/University (Bachelor's Degree) | 10.1% |
| College/University (some post-grad work) | 2.8% |
| College/University (Master's Degree) | 2.0% |
| College/University (Doctorate) | 0.1% |

POSTSECONDARY EDUCATION - ULTIMATE GOAL

| | |
|--|-------|
| None | 58.0% |
| Junior/Community College (some credit) | 2.3% |
| Junior/Community College (certificate) | 1.9% |
| Junior/Community College (Associates Degree) | 7.9% |
| Business/Technical School (one-year) | 0.5% |
| Business/Technical School (two-year) | 2.0% |
| College/University (some credit) | 2.9% |
| College/University (Bachelor's Degree) | 18.3% |
| College/University (some post-grad work) | 1.2% |
| College/University (Master's Degree) | 3.4% |
| College/University (Doctorate) | 1.6% |

HAVE CPS RATING

| | |
|-----|-------|
| Yes | 57.0% |
| No | 42.9% |

THOSE WITHOUT THE CPS RATING BUT CURRENTLY PURSUING

| | |
|-----|-------|
| Yes | 19.2% |
| No | 80.8% |

MEMBERSHIP IN ASSOCIATION OTHER THAN PSI

| | |
|-------|-------|
| NAFE | 4.5% |
| ABWA | 2.5% |
| NAES | 1.7% |
| Other | 30.3% |
| None | 61.0% |

(associations mentioned in "Other"):

Administrative Management Association
 American Field Service
 American Institute of Banking
 American Management Association
 American Nuclear Society
 American Society of Training and Development
 Association of Administrative Assistants
 Association of Educational Office Personnel
 Association of Records Managers and Administrators
 Association for Women in Computing
 Business and Professional Women International
 Beta Sigma Phi
 Canadian Payroll Association
 CPS Academy
 CPS Society
 Education Secretaries
 European Women Managers Development Network
 Executive Women International
 Extension Homemakers
 Girl Scouts
 Health Meeting Planners
 International Business Education Teachers
 International Business Teachers
 International Marketing Association
 International Personnel Management Association
 League of Women Voters
 Meeting Planners International
 National Association of Career Women
 National Association of Local Government Officers
 National Association of Medical Transcriptionists
 National Association of Parliamentarians
 National Association of Legal Secretaries
 National Business Education Association
 National Grange
 National Notary Association
 Optimist International
 Press Club
 Scouts Canada
 Society of Health Care Executive Assistants
 Society for Human Resource Management
 Toastmasters

CENSUS REGIONS:

New England - ME, NH, VT, MA, RI, CT
 Middle Atlantic - NY, NJ, PA
 East North Central - OH, IN, IL, MI, WI
 West North Central - MN, IA, MO, ND, SD, NE, KS
 South Atlantic - DE, MD, DC, VA, WV, NC, SC, GA, FL
 East South Central - KY, TN, AL, MI
 West South Central - AR, LA, OK, TX
 Mountain - MT, ID, WY, CO, NM, AZ, UT, NV
 Pacific - WA, OR, CA, AK, HI, PR

Appendix B: Compensation

Appendix • 3

PERSONAL INCOME

| | |
|---------------------|----------|
| Less than \$16,000 | 5.7% |
| \$16,000 - \$20,999 | 15.1% |
| \$21,000 - \$25,999 | 24.6% |
| \$26,000 - \$30,999 | 25.0% |
| \$31,000 - \$35,999 | 12.6% |
| \$36,000 - \$40,999 | 8.1% |
| \$41,000 or more | 6.0% |
| average | \$27,147 |

PERCEIVED PAY SCALE

| | |
|---------------|-------|
| Below average | 7.4% |
| Average | 47.4% |
| Above Average | 33.7% |
| Don't Know | 11.5% |

AVERAGE PERSONAL INCOME BY CPS RATING ATTAINMENT

| | |
|-----|----------|
| Yes | \$28,102 |
| No | \$26,693 |

SOLE SUPPORT OF HOUSEHOLD BY SALARY NECESSARY FOR HOUSEHOLD

| | | |
|--------------|--------------|--------------|
| Sole Support | Yes | No |
| Yes | 30.8% | 3.0% |
| No | <u>69.2%</u> | <u>97.0%</u> |
| | 100.0% | 100.0% |

LAST SALARY INCREASE

| | |
|--------------------|-------|
| Less than one year | 69.2% |
| 1-2 years ago | 21.6% |
| More than 2 years | 5.6% |
| Have not received | 3.6% |

AMOUNT OF LAST SALARY INCREASE

| | |
|---------------|-------|
| Less than 5% | 52.6% |
| 5-10% | 43.5% |
| More than 10% | 3.9% |

REASONS FOR LAST SALARY INCREASE

| | |
|------------------------|-------|
| Merit | 47.4% |
| Annual/Automatic | 24.0% |
| Cost of Living | 19.1% |
| Promotion | 6.1% |
| Greater Responsibility | 4.2% |
| CPS Attainment | 1.2% |
| Other | 3.0% |
| New Skills | 0.3% |

AVERAGE PERSONAL INCOME BY JOB TITLE

| | |
|---------------------------------|----------|
| Executive Assistant | \$33,935 |
| Instructor (Educator) | \$33,792 |
| Coordinator | \$30,053 |
| Office Manager | \$29,357 |
| Executive Secretary | \$28,505 |
| Administrative Assistant | \$28,018 |
| Senior Administrative Assistant | \$27,187 |
| Senior Secretary | \$26,249 |
| Other | \$25,593 |
| Administrative Secretary | \$25,080 |
| Secretary | \$24,324 |

AVERAGE PERSONAL INCOME BY SUPERVISOR'S TITLE

| | |
|---------------------------|----------|
| CEO | \$34,937 |
| President/VP | \$29,023 |
| Chair | \$28,844 |
| Superintendent | \$27,925 |
| Manager | \$27,783 |
| Supervisor | \$27,739 |
| Administrator (Education) | \$27,100 |
| Other | \$26,933 |
| Administrator | \$25,150 |
| Director | \$24,858 |
| Secretary | \$22,800 |
| Officer | \$22,900 |
| Owner/Principal | \$22,756 |

AVERAGE PERSONAL INCOME BY POSTSECONDARY EDUCATION ACHIEVED

| | |
|------------------------------------|----------|
| Doctoral Degree | \$40,000 |
| Master's Degree | \$32,623 |
| Some Postgraduate Work | \$32,467 |
| Some Junior College | \$27,772 |
| Some College/University | \$27,453 |
| Bachelor's Degree | \$27,217 |
| Associate Degree | \$27,161 |
| None | \$26,913 |
| Business/Technical School (2 Year) | \$25,219 |
| Business/Technical School (1 Year) | \$25,100 |
| Junior College Certificate | \$24,202 |

AVERAGE PERSONAL INCOME BY YEARS IN OFFICE/ SECRETARIAL POSITIONS

| | |
|------------|----------|
| 1 to 5 | \$22,858 |
| 6 to 10 | \$22,409 |
| 11 to 15 | \$25,422 |
| 16 to 20 | \$26,651 |
| 21 to 25 | \$27,808 |
| 26 to 30 | \$29,927 |
| 31 to 35 | \$29,130 |
| 36 or more | \$30,471 |

AVERAGE PERSONAL INCOME BY OFFICE LOCATION

| | |
|----------|----------|
| Urban | \$27,183 |
| Suburban | \$28,209 |
| Rural | \$24,568 |

AVERAGE PERSONAL INCOME BY COMPANY SIZE (Number of Employees)

| | |
|---------------|----------|
| 24 or Less | \$23,763 |
| 25 to 49 | \$24,582 |
| 50 to 99 | \$27,932 |
| 100 to 249 | \$26,748 |
| 250 to 499 | \$25,575 |
| 500 to 999 | \$27,424 |
| 1,000 or More | \$28,443 |

AVERAGE PERSONAL INCOME BY SCOPE OF COMPANY

| | |
|------------------------------|----------|
| Multinational Locations | \$29,520 |
| Regional Locations | \$27,136 |
| Local Locations | \$26,375 |
| State/Provincewide Locations | \$26,267 |
| Nationwide Locations | \$26,171 |
| One Location | \$25,839 |

4 ♦ PSI Member Profile

AVERAGE PERSONAL INCOME BY NUMBER OF EXECUTIVES SUPPORTED

| | |
|------------|----------|
| One | \$28,514 |
| 2 to 3 | \$26,159 |
| 4 to 5 | \$25,933 |
| 6 to 10 | \$24,522 |
| 11 or more | \$26,610 |

AVERAGE PERSONAL INCOME BY INDUSTRY

| | |
|-------------------------------|----------|
| Sales/Marketing | \$33,088 |
| Education (Business Educator) | \$32,892 |
| Media | \$29,943 |
| Temporary Help | \$29,600 |
| Other | \$28,311 |
| Manufacturing/Utilities | \$28,067 |
| Retail | \$27,561 |
| Real Estate | \$26,940 |
| Personnel/Human Resources | \$26,850 |
| Service | \$26,296 |
| Accounting/Consulting | \$26,269 |
| Government | \$26,208 |
| Education (Secretary) | \$26,166 |
| Advertising/PR | \$26,043 |
| Engineering/Architecture | \$25,829 |
| Healthcare | \$25,509 |
| Legal | \$25,355 |
| Finance/Banking | \$25,045 |
| Nonprofit | \$23,925 |

FRINGE BENEFITS

| | |
|----------------------|-------|
| Life Insurance | 89.5% |
| Major Medical | 86.9% |
| Hospitalization | 85.6% |
| Pension/Retirement | 84.2% |
| Dental | 73.5% |
| Tuition Assistance | 67.2% |
| Long-term Disability | 66.9% |
| Credit-Union | 53.4% |
| Optical | 37.1% |
| Deferred Income | 34.0% |
| Profit Sharing | 27.3% |
| Child Care | 7.8% |
| Elder Care | 2.5% |
| Other | 9.9% |

AVERAGE PERSONAL INCOME BY RESPONSIBILITY OF TRAINING DUTIES

| | |
|-----|----------|
| Yes | \$27,587 |
| No | \$26,705 |

OTHER COMPENSATION

| | |
|-----------|-------|
| Overtime | 54.6% |
| Bonus | 19.3% |
| Comp time | 32.6% |
| Flex time | 15.9% |

PERSONAL INCOME BY YEARS WORKED FOR PRESENT EMPLOYER

| | |
|------------|----------|
| 1 to 5 | \$24,642 |
| 6 to 10 | \$26,916 |
| 11 to 15 | \$28,041 |
| 16 to 20 | \$29,506 |
| 21 to 25 | \$29,270 |
| 26 to 30 | \$30,493 |
| 31 to 35 | \$33,202 |
| 36 or more | \$28,288 |

YEARS WORKED FOR PRESENT EMPLOYER BY VACATION DAYS EARNED

| Yrs. Worked | Days Earned | | | | | Avg. Days |
|-------------|-------------|--------|--------|--------|--------|-----------|
| | 0-5 | 6-10 | 11-15 | 16-20 | 21+ | |
| 1-5 | 42.4% | 66.4% | 33.6% | 13.6% | 9.2% | 12.7 |
| 6-10 | 15.2% | 17.2% | 32.8% | 18.5% | 19.6% | 16.2 |
| 11-15 | 18.2% | 9.7% | 22.9% | 30.9% | 17.2% | 16.8 |
| 16-20 | 12.1% | 3.0% | 6.9% | 24.1% | 12.3% | 18.6 |
| 21-25 | 3.0% | 3.0% | 1.9% | 7.4% | 22.1% | 22.3 |
| 26 + | 9.1% | 0.7% | 1.9% | 5.6% | 19.6% | 22.8 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |

CURRENT TITLE

| | |
|--------------------------|-------|
| Secretary | 31.2% |
| Executive Secretary | 17.3% |
| Executive Assistant | 6.8% |
| Administrative Assistant | 6.6% |
| Administrative Secretary | 6.6% |
| Office Manager | 5.7% |
| Senior Secretary | 4.0% |
| Educator/Instructor | 2.6% |
| Coordinator | 2.5% |
| Other | 16.5% |

IMMEDIATE SUPERVISOR'S TITLE

| | |
|---------------------------|-------|
| President/VP | 32.3% |
| Manager | 21.6% |
| Director | 18.0% |
| Other | 12.6% |
| CEO | 2.7% |
| Chair | 2.4% |
| Owner/Principal | 2.0% |
| Superintendent | 2.4% |
| Supervisor | 1.4% |
| Officer (other than CEO) | 1.3% |
| Administrator (Education) | 1.1% |
| Administrator | 1.1% |
| Secretary | 1.0% |

NUMBER OF EXECUTIVES SUPPORTED

| | |
|------------|-------|
| One | 43.2% |
| 2 to 3 | 35.3% |
| 4 to 5 | 10.2% |
| 6 to 10 | 8.3% |
| 11 or more | 3.0% |

YEARS WORKED FOR PRESENT EMPLOYER

| | |
|------------|-------|
| 1 to 5 | 30.2% |
| 6 to 10 | 23.5% |
| 11 to 15 | 20.8% |
| 16 to 20 | 11.3% |
| 21 to 25 | 7.7% |
| 26 or more | 6.5% |

SIZE OF COMPANY BY EMPLOYEE TOTAL

| | |
|---------------|-------|
| 0 to 24 | 11.9% |
| 25 to 49 | 5.3% |
| 50 to 99 | 5.2% |
| 100 to 249 | 10.4% |
| 250 to 499 | 11.7% |
| 500 to 999 | 9.2% |
| 1,000 or more | 46.3% |

SCOPE OF COMPANY

| | |
|--------------------|-------|
| One Location | 25.9% |
| Local Locations | 16.3% |
| State/Provincewide | 9.4% |
| Regional | 0.8% |
| Nationwide | 12.2% |
| Multinational | 25.4% |

INDUSTRY OF EMPLOYER

| | |
|------------------------------|-------|
| Manufacturing/Utilities | 22.0% |
| Healthcare | 10.7% |
| Government | 9.9% |
| Education(Secretary) | 8.1% |
| Finance/Banking | 4.8% |
| Education(Business Educator) | 3.7% |
| Service | 2.8% |
| Accounting/Consulting | 2.4% |
| Engineering/Architecture | 2.3% |
| Nonprofit | 2.3% |
| Legal | 2.0% |
| Retail | 1.9% |
| Real Estate | 1.6% |
| Sales/Marketing | 1.6% |
| Personnel/HR | 1.2% |
| Media | 0.7% |
| Temporary Help | 0.7% |
| Advertising/PR | 0.5% |
| Other | 19.6% |

OFFICE LOCATION

| | |
|----------|-------|
| Urban | 55.8% |
| Suburban | 28.6% |
| Rural | 14.3% |

HOURS IN WORK DAY

| | |
|-------------|-------|
| Less than 8 | 19.4% |
| 8 | 65.8% |
| 9 or more | 14.8% |
| Average | 8.0 |

HOURS IN WORK WEEK

| | |
|--------------|-------|
| Less than 40 | 21.5% |
| 40 to 44 | 64.7% |
| 45 or more | 13.8% |
| Average | 39.9 |

HOURS OF TAKE-HOME WORK PER MONTH

| | |
|------------|-------|
| Zero | 57.6% |
| 1 to 5 | 24.5% |
| 6 to 10 | 11.2% |
| 11 to 15 | 2.2% |
| 16 to 20 | 2.4% |
| 21 or more | 2.2% |
| Average | 3.37 |

OVERTIME HOURS PER MONTH

| | |
|-------------|-------|
| Zero | 30.6% |
| 1-5 | 27.0% |
| 6-10 | 18.1% |
| 11-15 | 4.1% |
| 16-20 | 7.5% |
| 21-25 | 1.6% |
| 26 or more | 5.7% |
| No Response | 5.3% |
| Average | 7.66 |

6 ♦ PSI Member Profile

ORGANIZATION HAS TROUBLE RECRUITING QUALIFIED SECRETARIES

| | |
|---------------------|-------|
| Yes | 32.2% |
| No | 46.2% |
| Don't Know/Not Sure | 21.6% |

ORGANIZATION HAS TROUBLE RETAINING QUALIFIED SECRETARIES

| | |
|---------------------|-------|
| Yes | 26.1% |
| No | 59.1% |
| Don't Know/Not Sure | 14.7% |

PERSONAL TRAINING NEEDED

| | |
|----------------------|-------|
| Computer/Software | 65.0% |
| Supervisory Skills | 33.5% |
| Computer/General | 28.7% |
| Time Management | 28.2% |
| Communication | 27.7% |
| Negotiating | 24.9% |
| Interpersonal Skills | 24.5% |
| Organization Skills | 22.3% |
| Teamwork | 18.8% |
| Basic Skills | 17.0% |
| Ethics | 9.4% |
| Other | 4.0% |

TRAINING NEEDED BY COMPANY SECRETARIES

| | |
|----------------------|-------|
| Computer/Software | 49.8% |
| Teamwork | 49.3% |
| Communication | 49.1% |
| Basic Skills | 47.8% |
| Interpersonal Skills | 47.4% |
| Organization Skills | 45.0% |
| Time Management | 44.4% |
| Computer/General | 34.8% |
| Ethics | 17.0% |
| Supervisory Skills | 14.4% |
| Negotiating | 13.9% |
| Other | 1.9% |

EMPLOYER PROVIDES TRAINING

| | |
|-----|-------|
| Yes | 66.5% |
| No | 32.5% |

ATTENDED SEMINARS IN THE PAST 12 MONTHS

| | |
|-----|-------|
| Yes | 85.0% |
| No | 15.0% |

SPECIAL KNOWLEDGE NEEDED FOR POSITION

| | |
|----------------------------|-------|
| Administrative/Supervisory | 46.2% |
| Education | 21.7% |
| Other | 20.5% |
| Public Relations | 20.4% |
| Personnel | 14.6% |
| Banking/Finance | 8.1% |
| Sales/Marketing | 7.9% |
| Medical | 7.3% |
| Legal | 6.4% |
| Insurance | 4.8% |
| Science/Engineering | 4.1% |
| Real Estate | 2.8% |

MOST COMMON EDUCATIONAL/PROFESSIONAL DEVELOPMENT MATERIALS AT WORK

| | |
|------------------------|-------|
| Seminars/Workshops | 46.9% |
| Books | 18.5% |
| Self-Study Materials | 13.5% |
| College-Credit Courses | 5.2% |
| Video Tapes | 3.5% |
| Audio Tapes | 0.9% |
| Other | 1.1% |
| None | 10.4% |

IMPORTANCE OF JOB FACTORS (ranking "9" as highest and "1" as lowest in percentages)

| | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|-----------------------------|------|------|------|------|------|------|------|------|------|
| Working Relationship | 19.8 | 14.9 | 12.4 | 11.6 | 10.5 | 8.8 | 9.2 | 7.4 | 5.4 |
| Good Salary | 15.8 | 16.1 | 14.3 | 12.2 | 12.3 | 10.4 | 7.2 | 5.9 | 5.8 |
| Self-Satisfaction | 18.9 | 15.6 | 11.8 | 10.2 | 12.5 | 10.0 | 7.2 | 6.7 | 6.9 |
| Variety of Duties | 7.1 | 10.4 | 15.3 | 18.8 | 14.3 | 14.1 | 8.6 | 7.6 | 3.9 |
| Opportunity to Learn | 5.2 | 8.9 | 15.1 | 17.3 | 19.4 | 15.1 | 9.7 | 6.6 | 2.6 |
| Opportunity for Advancement | 6.4 | 10.7 | 8.4 | 7.9 | 9.7 | 14.5 | 16.0 | 13.2 | 13.2 |
| Status Recognition | 8.4 | 8.6 | 7.9 | 7.9 | 9.4 | 11.2 | 15.7 | 17.8 | 13.2 |
| Corporate Culture | 7.1 | 7.6 | 7.1 | 6.9 | 6.6 | 9.4 | 15.5 | 22.0 | 17.9 |
| Geographic Location | 11.3 | 7.0 | 7.0 | 6.9 | 5.2 | 7.2 | 10.0 | 14.6 | 30.8 |

JOB DESCRIPTION HAS BEEN REVISED

| | |
|-----------------------|-------|
| In the Last 12 Months | 33.3% |
| 12 to 24 Months Ago | 18.4% |
| 24 or More Months Ago | 19.5% |
| Never | 23.2% |
| Review Scheduled | 4.8% |

PURCHASE RECOMMENDATIONS

| | |
|-------------------------------------|-------|
| Desk/Filing Equip. and Supplies | 80.8% |
| Airline, Travel, Hotel Reservations | 64.2% |
| Paper Supplies | 63.6% |
| Flowers/Gift Baskets/Corp. Gifts | 55.5% |
| WP/Computer Supplies | 51.5% |
| Desks, Chairs, Office Furniture | 40.1% |
| Typewriters, Stand Alone PCs | 40.1% |
| Courier Services | 39.3% |
| Temporary Help | 38.3% |
| Computer Software | 37.1% |
| Copiers, Supplies | 33.9% |
| Personal Computers | 27.5% |
| Telephone Equipment, Services | 28.9% |
| Dictating/Transcribing Machines | 25.8% |
| Peripherals | 21.9% |

PERSONAL MAIL ORDERS PER YEAR

| | |
|-------|-------|
| Zero | 11.8% |
| 1-4 | 33.5% |
| 5-10 | 40.1% |
| 11-20 | 11.5% |

DELIVERY SERVICES UTILIZED

| | |
|-----------------|-------|
| 1st Class Mail | 96.2% |
| Federal Express | 78.3% |
| UPS | 75.5% |
| 3rd Class Mail | 49.9% |
| Postal Express | 41.4% |
| Parcel Post | 39.9% |
| Local Couriers | 32.3% |
| Postal Priority | 28.1% |
| DHL | 4.5% |
| Other | 6.2% |

UNION MEMBERSHIP

| | |
|-----|-------|
| Yes | 6.5% |
| No | 93.5% |

UNION NAMES

| | |
|-----------------------------------|-------|
| AFL-CIO | 2.8% |
| AFSME | 2.8% |
| CSEA | 2.8% |
| NEA | 7.1% |
| Public Service Alliance of Canada | 4.2% |
| UPEA | 2.8% |
| Name not given | 41.3% |
| Other | 35.7% |

OFFICE RECYCLING

| | |
|-------------------|-------|
| White Paper | 69.9% |
| Cans/Bottles | 61.2% |
| Toner Cartridges | 44.0% |
| Newsprint | 29.1% |
| Plastic | 18.4% |
| None of the Above | 12.2% |

ISSUES

"I think smoking should be banned from the workplace."

| | |
|----------------------------|-------|
| Strongly Agree | 64.0% |
| Agree | 17.3% |
| Neither Agree nor Disagree | 10.8% |
| Disagree | 5.1% |
| Strongly Disagree | 2.4% |

"I have been the victim of sexual harassment."

| | |
|-----|-------|
| Yes | 25.9% |
| No | 74.1% |

Of those that answered 'Yes', "I reported the harassment."

| | |
|-----|-------|
| Yes | 23.1% |
| No | 76.9% |

"I have been the victim of gender discrimination."

| | |
|-----|-------|
| Yes | 24.7% |
| No | 75.3% |

Of those that answered 'Yes', "I reported the discrimination."

| | |
|-------------|-------|
| Yes | 13.3% |
| No | 79.5% |
| No Response | 7.1% |

The most important issues facing secretarial workers in the next five years will be... *(The following summarizes the type of responses and the number of occurrences).*

| | |
|---------------------|-----|
| Technology/Computer | 200 |
| Skills | 97 |
| Adapt to Change | 89 |
| Pay Equity | 46 |
| Globalization | 31 |
| Value | 12 |
| Combat Stereotypes | 10 |
| Career Ladder | 3 |

8 ♦ PSI Member Profile

EMPLOYER STATEMENT RESPONSES

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
| My employer regularly updates support staff job descriptions, being realistic about the skills and abilities that are needed for each position. | 19.7% | 20.8% | 31.9% | 18.6% | 9.0% |
| My employer adequately distinguishes between the skill levels required by different secretarial positions. | 17.0% | 21.5% | 30.4% | 20.9% | 10.1% |
| My employer carefully assesses the skills and abilities of support staff applicants and matches their strengths with the needs of particular positions. | 12.2% | 20.3% | 32.8% | 25.5% | 9.1% |
| My employer provides training that helps secretaries achieve excellence in their jobs. | 15.3% | 16.4% | 27.6% | 25.6% | 15.1% |
| My employer allows lateral transfers so that secretaries can migrate toward the kind of work they prefer. | 14.9% | 18.5% | 28.9% | 25.3% | 12.8% |
| My employer has developed clear career paths for secretaries that include advanced training and progression to positions with higher-level responsibilities. | 30.7% | 27.9% | 24.4% | 12.8% | 4.6% |
| My employer rewards outstanding secretarial performance with advancement to higher-level positions. | 26.2% | 25.4% | 27.6% | 14.8% | 6.4% |
| My employer combats negative stereotypes and prejudices about secretaries by recognizing the importance of the secretary's contribution to the attainment of organizational goals. | 16.4% | 18.4% | 31.8% | 20.9% | 12.6% |
| My employer pays secretaries according to the level of their responsibilities. | 16.8% | 18.0% | 28.4% | 26.0% | 10.9% |
| My employer sponsors one or more secretarial problem-solving groups. | 47.2% | 23.2% | 17.9% | 8.3% | 3.5% |
| My employer has changed the title of "secretary" to something else. | 43.5% | 13.8% | 15.1% | 12.8% | 14.7% |
| My employer has helped a secretarial group establish communication and share ideas with secretarial trainers and problem-solving groups from other companies. | 58.6% | 21.0% | 13.6% | 4.2% | 2.6% |

EMPLOYER STATEMENT RATINGS - Ranked High to Low

Respondents' ratings of how beneficial the following action would be to their organization:

- 1 My employer has developed clear career paths for secretaries that include advanced training and progression to positions with higher-level responsibilities.
- 2 My employer rewards outstanding secretarial performance with advancement to higher-level positions.
- 3 My employer pays secretaries according to the level of their responsibilities.
- 4 My employer provides training that helps secretaries achieve excellence in their jobs.
- 5 My employer carefully assesses the skills and abilities of support staff applicants and matches their strengths with the needs of particular positions.
- 6 My employer combats negative stereotypes and prejudices about secretaries by recognizing the importance of the secretary's contribution to the attainment of organizational goals.
- 7 My employer regularly updates support staff job descriptions, being realistic about the skills and abilities that are needed for each position.
- 8 My employer adequately distinguishes between the skill levels required by different secretarial positions.
- 9 My employer has helped a secretarial group establish communication and share ideas with secretarial trainers and problem-solving groups from other companies.
- 10 My employer allows lateral transfers so that secretaries can migrate toward the kind of work they prefer.
- 11 My employer sponsors one or more secretarial problem-solving groups
- 12 My employer has changed the title of "secretary" to something else.

SPECIAL KNOWLEDGE NEEDED FOR POSITION

| | |
|----------------------------|-------|
| Administrative/Supervisory | 46.2% |
| Education | 21.7% |
| Public Relations | 20.4% |
| Personnel | 14.6% |
| Banking/Finance | 8.1% |
| Sales/Marketing | 7.9% |
| Medical | 7.3% |
| Legal | 6.4% |
| Insurance | 4.8% |
| Science/Engineering | 4.1% |
| Real Estate | 2.8% |

SUPERVISION DUTIES

| | |
|-----|-------|
| Yes | 33.4% |
| No | 66.6% |

TRAINING DUTIES

| | |
|-----|-------|
| Yes | 48.5% |
| No | 51.5% |

COMPOSITION OF CORRESPONDENCE

| | |
|------------------------|-------|
| Yourself and Executive | 85.3% |
| Yourself Only | 9.3% |
| Executive Only | 3.0% |
| None | 2.4% |

WORK IN CENTRALIZED WORD PROCESSING AREA

| | |
|-----|-------|
| Yes | 10.2% |
| No | 89.8% |

WORK IN AN ADMINISTRATIVE SUPPORT CENTER

| | |
|-------------|-------|
| Yes | 26.6% |
| No | 71.8% |
| No Response | 1.6% |

TRANSCRIPTION METHOD USED

| | |
|-----------------------|-------|
| Rough Draft-Hand | 65.0% |
| Shorthand | 50.1% |
| Machine Transcription | 42.8% |
| Rough Draft-WP | 35.9% |
| Rough Draft-Typed | 23.0% |
| Do Not Transcribe | 8.3% |
| Other | 2.3% |

SHORTHAND REQUIRED FOR POSITION

| | |
|-----|-------|
| Yes | 33.6% |
| No | 66.4% |

SOFTWARE USED

Word Processing (95.4% of respondents using)

| | |
|--------------------|-------|
| WordPerfect | 69.3% |
| Microsoft Word | 21.5% |
| Other | 18.6% |
| Display Write | 11.8% |
| MultiMate | 6.9% |
| Professional Write | 6.5% |
| WordStar | 6.1% |

Spreadsheet (72.9% of respondents using)

| | |
|-------------|-------|
| Lotus | 76.0% |
| Excel | 18.2% |
| Other | 16.4% |
| Quattro Pro | 4.0% |

Database (46.2% of respondents using)

| | |
|---------|-------|
| dBase | 61.9% |
| Other | 27.2% |
| Paradox | 7.8% |
| FoxPro | 3.1% |

Financial (16.0% of respondents using)

| | |
|--------------|-------|
| Other | 62.0% |
| Peachtree | 17.5% |
| Quicken | 10.9% |
| Money Counts | 9.5% |

Graphics (40.5% of respondents using)

| | |
|------------------|-------|
| Harvard Graphics | 50.0% |
| Other | 35.4% |
| Freelance | 5.9% |
| Arts & Letters | 4.8% |
| CorelDraw | 3.9% |

Desk Top Publishing (18.9% of respondents using)

| | |
|-------------|-------|
| PageMaker | 55.3% |
| Other | 25.3% |
| Ventura | 17.3% |
| QuarkXPress | 2.0% |

PERSONAL COMPUTER AT WORK

| | |
|----------------|-------|
| IBM Compatible | 75.5% |
| MAC | 7.4% |
| Other | 9.8% |
| None | 7.3% |

PERSONAL COMPUTER AT HOME

| | |
|----------------|-------|
| IBM Compatible | 36.2% |
| MAC | 2.6% |
| Other | 5.9% |
| None | 55.3% |

FREQUENCY OF EQUIPMENT UTILIZED BY SECRETARY

| | Daily | Frequently | Sometimes | Seldom | Never |
|--------------------|-------|------------|-----------|--------|-------|
| Copier | 92.1% | 4.0% | 0.7% | 0.1% | 3.2% |
| PC IBM | 71.3% | 4.9% | 3.3% | 1.2% | 19.3% |
| Laser Printer | 69.5% | 3.2% | 4.1% | 0.8% | 2.3% |
| Typewriter | 51.3% | 13.9% | 18.4% | 11.4% | 5.1% |
| Terminal | 40.7% | 3.7% | 4.2% | 1.7% | 49.7% |
| Transcriber | 9.3% | 11.0% | 13.6% | 12.3% | 53.8% |
| Dot Matrix Printer | 69.5% | 3.2% | 4.1% | 0.8% | 22.3% |
| Stand Alone WP | 21.6% | 2.8% | 3.2% | 3.0% | 69.4% |
| PC Mac/Apple | 11.5% | 2.0% | 1.2% | 1.5% | 83.8% |
| Other | 7.7% | 3.0% | 0.5% | 0.1% | 88.6% |
| Plotter/CAD | 2.8% | 1.7% | 5.0% | 3.2% | 87.2% |

Other Included: Fax, Telephone Systems

FREQUENCY OF EQUIPMENT UTILIZED BY EXECUTIVE

| | Daily | Frequently | Sometimes | Seldom | Never |
|--------------------|-------|------------|-----------|--------|-------|
| Copier | 28.2% | 15.9% | 23.2% | 12.2% | 20.4% |
| PC IBM | 27.0% | 10.6% | 9.8% | 6.0% | 46.6% |
| Laser Printer | 28.3% | 23.2% | 12.2% | 20.4% | 79.6% |
| Terminal | 17.6% | 7.3% | 7.7% | 3.2% | 64.3% |
| Dot Matrix Printer | 8.7% | 4.5% | 6.9% | 5.7% | 74.2% |
| Transcriber | 3.4% | 5.4% | 4.1% | 4.5% | 82.5% |
| PC Mac/Apple | 6.5% | 2.9% | 2.6% | 1.7% | 86.3% |
| Stand Alone WP | 5.0% | 3.2% | 4.2% | 1.7% | 85.9% |
| Typewriter | 3.3% | 2.1% | 5.2% | 10.2% | 79.2% |
| Plotter/CAD | 3.2% | 2.0% | 3.7% | 2.4% | 88.8% |
| Other | 3.6% | 2.9% | 1.7% | 0.7% | 91.1% |

Other Includes: Fax, Telephone Systems



PRIORITY MANAGEMENT.

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